



CASE STUDY - BRINGING THE WHOLE CLUB TOGETHER STOURPORT HOCKEY CLUB - CLUB DAY



CLUB DAY

Club Day is a fairly new event in the Stourport HC calendar; having hosted it for the first time in 2021.

Coming out of COVID we wanted to kick off the season with a bang and celebrate as a club together. The turnout and feedback were so fantastic we realised that this had to be an annual event from now on.

Club Day 2022, was no different, a fantastic day where members of all ages and all abilities were invited to play some hockey, meet up with old friends and make some new ones along the way.

WHY IS IT IMPORTANT?

It aligns with our club philosophy and vision, that we are a family club for all.

We are proud to be both a Talent Centre and a Talent Academy with ClubMark accreditation, where we could boast about some fantastic recent successes and calibre of players, we always try to remember our roots.

The Club day reminds us that we have players who are 8 to 80 who want to still play for us and this day gives us a chance to celebrate and enhance our great club spirit.

WHAT DOES THE DAY LOOK LIKE

We host the event in September before the season gets going to ensure we get as many people as possible to attend.

Everyone in our hockey family is invited, parents, new players, umpires and all of our club members. We kept the format simple on the pitch, with tournaments for Juniors and Seniors, meaning lots of game time for all involved.

JUNIORS - U13'S

Small Sided Games
Tournament

SENIORS - O13'S

Mixed Intra-Club
Tournament

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WHY WAS IT SUCCESSFUL?

- 1 Communication** - Communicating widely through all of our channels early to members, supporters and parents meant that the take up was great
- 2 Simple** - Keeping the day nice and simple meant we could focus more on hockey, socialising and having fun
- 3 Volunteers** – having enough helpers on the day made sure everything ran smoothly and it was a great success
- 4 Social** - An opportunity to meet up with friends, play some hockey and get to know other people at the club



"Our Club Days are terrific opportunities to bring the whole Club together at the start of a new season. It was great to see so many of our junior members take to the pitches in the morning and for our senior members, of all ages and abilities, play together in the afternoon. It is also a warm and friendly environment in which to welcome new members to the Club and we look forward to them playing regularly through the season".

Martin Tucker
Chairman - Stourport HC

HAVE A GO AT YOUR CLUB...

Invite everyone associated with the club.

Open the day up to everyone involved with the club. Include sponsors, ex players, Vice Presidents and more as well as current players, umpires, families and potential members.

Giveaways.

A little treat for Junior players goes a long way, tap into local suppliers and sponsors and give them something to remember the day by.

Recruit new volunteers.

An opportunity for everyone to come together as a club, by supporting the event you may find an opportunity to recruit new volunteers to help with future events or other roles at the club.

